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Agriculture Research Branch
Saskatchewan Agriculture, Food & Rural Revitalization

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CANADA BEEF EXPORT FEDERATION:
MARKET DEVELOPMENT
Technology Adoption and Demonstration
(March 27, 2002 – March 31, 2003)

Funded by
Technology Adoption Demonstration

March 26, 2003

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Canada Beef Export Federation: Market Development

Technology Adoption and Demonstration

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- prepared for -

Saskatchewan Department of Agriculture and Food
Saskatchewan Department of Industry and Resources
Regina, Saskatchewan

- prepared by -

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TAD Final Report
(March 27, 2002 - March 31, 2003)

A. Summary

The Canada Beef Export Federation contracted with Saskatchewan Department of Agriculture and Food and Saskatchewan Department of Industry and Resources to complete a series of market development projects under the Technology Adoption and Demonstration program. All resources were directed to the completion of retail and food service promotions in the #1 priority market of Japan. These projects consisted of: cooperative consumer advertising; production and placement of point-of-sale materials; and in-store product sampling. A total of 33 projects were completed with Japanese clients operating as distributors, restaurants, hotels and supermarkets. The project was integrated in the Federation's overall $1,9880,000 Japanese market develop program.

B. Technical Report

The following projects were completed with TAD financial support.

a. Activity Summary

Canadian Beef Promotion/ Loisir Hotel (Project 830-01) From April 1st to September 30th 2002 was conducted. Almost half years fair was held at Loisir Hotel with 9,570 clients. Okinawa is one of best interests in Japan, many people was coming there to enjoy wonderful beach in summer time. The Canadian beef fair at the hotel is regular program and penetrating to the local clients as well as visitors from main land Japan. The result of the fair was increase by 15 % as compared with last one in 2001 and they intend holding it to set their target at 5 % up next year.
Okinawa is unique market for beef consumption and local people understand well how to enjoy the beef in their food life style, linking to their historical back ground due to mandated by USA navy Tenderloin of 1,614 kg and Ribeye roll of %,313 kg was consumed during the fair distributed by Ibano and CBEF supported them with production fee of fliers in our promotional budget and provided promotional material with Cow boy hat, T shirts, Apron, Banner, Table flag, Canadian flag, and Table skirts.

Canadian Beef Promotion/ Atsugi Urban Hotel (Project 830-02) was completed between March 1st to May 31st for 3 months. Total 6,992 clients enjoyed the meal with Canadian beef and consumed each 1,000 kgs of tenderloin and striploin from Cargill High Rive. CBEF Japan provided promotional materials such as nylon jacket, cowboy hat, Canadian flag, luncheon place mat with both Canadian flag and maple leaf pattern, apron, and cooking recipe. Also we supported them for part of producing fee of menu pamphlet and banner from promotional budget. The fair was successful to penetrate Canadian beef into the clients and they brought back the cooking recipe with them. The taste of Canadian beef was acceptable for them. Urban Hotel has regularly been holding Canadian Beef fair every year and they would like to increase the time of the fair in the year.

Canadian Beef Promotion/ Ana Hotel (Project 830-03) was completed between May 19th and June 30th for 42 days. Total 5,367 people enjoyed the meal during the Canadian beef fair. Beef rib eye roll of 150kgs and short plate of 200kgs from Lakeside were consumed. CBEF supported them to make progress the beef fair in our budget for eligible purpose with fliers and advertizing pamphlets in local newspaper and provided luncheon place mat, table type of Canadian flag, and banner. They provided the meal with buffet style, the menu were roasted beef of rib eye roll and green salad topped with boiled short plate. It was real first time for them to hold beef fair with Canadian beef and they really think the fair was done by success because some of customers repeatedly came back to the the fair during holding this event. CBEF will make a follow-up them to put regularly beef menu of Canadian products into practice at the restaurant.

Canadian Beef Promotion / Super Maruya (project 830-04) was completed between Apr. 14th to 16th for 3 days at all 77 outlets. Total number of the clients were 273,000 and sold 17,000 m/t of beef from Better Beef during the fair. Maruya has built up regular sales for Canadian beef as feature of the meat sales at their meat counter. For the future strategy to expand more sales of Canadian beef they will create more diversified sales promotion with adding different cut of the products like hanging tender, beef tongue. CBEF supported them to provide promotional materials and subsidized fliers production fee and advertizing in newspaper. CBEF think that Maruya is attractive company to heighten awareness of Canadian beef into consumers and improve the image it and also they have an eyes on the future to build the value together with counterparts such as Wagyu Canada and Better Beef in retail industry of Japan. CBEF will continue to support them in our role.

Canadian Beef Promotion/ Yoshida Ham (Project 830-05) was conducted from April 27th to May 31st for 35 days. Total clients was 45,000 during the fair. This is a spring board to promote Canadian beef sales at total outlets of Grand Tamakoshi with 15 outlets by Yoshida direct 2 retail shops in Grand Tamakoshi as tenant. Beef products from Better Beef was sold 1,500 kgs during the beef fair at 2 retail shops. CBEF supported them for products demonstrators in our budget and provided promotional materials, luncheon place mat, cooking recipe book, table type of Canadian flag, banner, Canadian label with food safety and cattle in gold pattern , and poster. The fair was very successful. This Canadian beef promotion was tried new strategic way CBEF intended promoting Canadian beef in more effectiveness. Namely the products demonstrators who have been trained with learning basic Canadian beef knowledge about food safety and feature of its quality, were sent by associated employment agency for products demonstrators with CBEF.. The performance of products demonstrator is very important to approach the consumers with right information because of facing in forefront of sales to consumers. As the result of this Canadian beef fair through Yoshida direct meat shop in Grand Tamakoshi, Tamakoshi decided to promote Canadian beef at their own outlets in July and September. CBEF also intend we hold Canadian beef Cooking seminar for them to make progress of their beef fair with more effectiveness at the time.

Canadian Beef Promotion / Prince Hotel (Project 830-06) was conducted from April 27th to May 31st for 35 days at their 135 restaurants in the hotel and total clients during the fair was 130,530 persons. Consumption of the beef was 2,000 kgs of tender loin and rib eye roll from Lakeside, 200 kgs of rib eye roll from Better Beef and 450 kgs of formed tender loin, hanging tender from Les Viandes Premiere. Prince Hotel chain is one of biggest forces in hotel industry. Our access to this hotel was worth increasing appreciative clients of the Canadian beef through the fair. CBEF supported them

with production fee of fliers in our promotional budget and provided luncheon paper place mat in pattern of maple leaf and Canadian flag, banners, aprons, table flags, Canadian flags, poster with Canadian cattle, and roll of label, and also we provided to throw in T-shirts as marketing come-ons for clients. Canadian beef fair organized by Prince hotel was 7th times and period of the fair was 13 days shorter than usual because of overlapped holding time by World Cup Soccer. Thanks to 7th straight Canadian beef fair, Canadian beef steadily increase appreciative clients.

Canadian Beef Promotion/ Hotel New Otani, Nagaoka(Project 830-07), was completed in May 1st to 31st for 31 days and total number of clients was 3,179 at 2 restaurants in the hotel during the fair. Estimated turnover was cleared through the period of Canadian beef fair. For the result of success they evaluated Canadian beef was better taste with competitive price. As the result, they intend holding Canadian beef fair involving other hotels in Otani group and inviting chief from Canadian hotel industry next time. Consumption the beef was 200 kgs of strip loin and 450 kgs of tender loin from Better Beef and 250 kgs of tender loin from Lakeside during the fair. CBEF supported them expenses of advertizing in local area by newspaper and provided luncheon paper place mat in pattern of both maple leaf and Canadian flag, cowboy hat, nylon jacket, T-shorts, table flags and cooking suggestions.

Canadian Beef Promotion/ Steak&Hamburg, Mikado (Project 830-08) was completed between April 27th and May 26th for one month. 500 people enjoyed the Canadian beef striploin steak and consumed 300 kgs of striploin from Better Beef. They are first time to challenge the promotion with Canadian beef because Australian beef occupied the position to manage restaurant operation usually. The result of the fair was not so enough as they expected due to lack of awareness for Canadian beef among public grass roots in the area. But they surely realized that Canadian beef would have a great potentiality to run the restaurant in good manner through the evaluation of the quality on it by clients. They study the menu expansion to create more business opportunity with Canadian beef in the future. CBEF Japan provided luncheon place mat with both Canadian flag and maple leaf pattern, T-shirts, banner, table type of Canadian flag, a roll of Canadian plastic sticker and also supported them for part of production fee of fliers from promotional budget.

Canadian Beef Promotion/ Summit Store (Project 830-09) was conducted from May 1st to June 30 th for 60 days. Total number of clients during the fair was 1,218,000. Consumed beef at sales for 16,000 kgs of chuck rib and 9,000 kgs of super pastrami was supplied by Cargill High River distributed by Nippon Foods. CBEF supported them for fliers and products demonstrators in our budget and provided promotional materials, banner, posters, and table type of Canadian flag. Summit Store is one of most close supermarkets in Tokyo area and their positive promotional mind for Canadian beef is appreciated it. As task on CBEF from now on, we would like to promote more variety cut of beef on their sales, but not only barbecue commodities and we are sure total business will be increased more than present stage in the future.

Canadian Beef Promotion/ Super Maruya (Project 830-10) was conducted from July 7th to 13th for 7 days and total clients was counted 520,000 at their all 77 outlets during this fair. Consumption of beef was 1,500 kgs of chuck eye roll, 2,000 kgs of chuck short rib, 3,000 kgs of bone less navel, and 500 kgs of crown cut tongue which was supplied Better Beef. CBEF supported them with production fee of fliers and printing fliers in our budget and provided promotional materials like luncheon paper place mat in pattern of maple leaf and Canadian flag, cooking recipe book, and also

label for meat tray in pattern of food safety. During the Canadian beef fair, unexpected typhoon hit the Kantou area where is operated the business by them and this accident gave a damage on their sale promotional activity. Maruya has constantly been buying Canadian beef from Better Beef and Wagyu Canada without shrinking the business volume since BSE happened in September last year. CBEF think they are real pro-Canadian beef promoter into the consumers in the area. In addition to beef promotion, they are handling wide variety of Canadian food products such as Canadian pork, maple syrup, and natural pure water in bottle. So CBEF and Embassy of Canada intend expediting total Canadian food fair to them at specialized food counter with layout of Canadian atmosphere at their outlets.

Canadian Beef Promotion/ Bandai Silver Hotel (Project 830-11), was completed in July 13th to August 31st 2002, with 530 visitors coming to the restaurant during Canadian beef fair. Beef products distributed by Uoshoku to supply rib eye roll of 150 kgs and tender loin of 50 kgs from Better Beef. CBEF supported production fee of fliers and its design from our promotional budget and also provided our promotional kits such as banner, luncheon place mat , Canadian flag, and Canadian table flag to provide Canadian atmosphere. The fair was done successfully with more number of visitors than what they estimated. They are sited in the centre of the resort area , expecting visitors in summer and winter season through year round. They intend holding Canadian beef fair at two times in summer and winter season next year.

Canadian Beef Promotion/ Grand Tamakoshi (Project 830-12), was completed in July 27th at 12 outlets, with 25,000 clients . Beef consumption was 600 kgs of chuck eye roll, 600 kgs of short plate, and 250 kgs of chuck tail flap from Better Beef distributed by Yoshida Ham. Tamakoshi was real first time to promote Canadian beef through their total outlets. Usually their main handling beef products has been American beef but they showed interest in our sales promotion to take comprehensive approach to create new consumers in Canadian beef ,which means working together with CBEF and Tamakoshi to find appreciative customers of Canadian beef by Cooking seminar and in-store promotion of Canadian beef. This way was motivated them to step up to handling Canadian beef. CBEF played role not only supporting them for part of production fee of fliers but also providing our promotional kits, such as cooking suggestions, 18 rolls of labels, banners table flags, aprons, T-shirts, nylon jackets and cowboy hats. Tamakoshi is a member of Nichiryu group who consist of medium sized supermarkets and operating their business in Gifu and Aichi areas. At the result of trial promotion for Canadian beef, they intend shifting American beef by Canadian beef on part of their sales. CBEF think Canadian beef took a position to break into their sales by opportunity of Canadian beef fairs this time.

Canadian Beef Promotion/Summit Store (Project 830-13) was conducted on August 1st and 31st 2002 for 31 days with 2 million people showing up in 69 outlets during Canadian beef fair. Summit Store has been appreciative Canadian beef clients to promote it to consumers and Cargill High River distributed by Nippon Meat Packers supplied chuck short rib of 10,000 kgs and beef pastrami of 7,000 kgs. CBEF supported them with dispatching well educational products demonstrators from our associated advertizing agency to communicate more detailed information of Canadian beef industry in word of mouth communication by demonstrators. CBEF always think what is best way to achieve greater effects on the program. Demonstrators are in forefront of contacting with consumers at sales meat counter of supermarket. Therefore not only providing taste of the beef to consumers but also communicating to gain their understanding of the real Canadian beef industry

what we stand behind food safety and beef supply as major producing country in the world are "must" at the time of Fair. CBEF also provided our promotional kits with material of cooking recipe, poster, banners, and Canadian table flags. Canadian Beef Promotion/ Grand Tamakoshi (Project 830-14) was conducted in August 24th through 26th for 3 days. Total visitors during that fair was 45,000 at 15 outlets. The beef was distributed by Yoshida Ham with 1,000 kgs of chuck ere roll and 1,000 kgs of short plate from Better Beef. They were real first time to challenge Canadian beef sales at all of their outlets. This is good example that synergy was brought into action. Namely CBEF coordinated total promotion to create new market by strategic approach to both of in-store promotion in supermarket and cooking seminar in consumer in target area simultaneously. Through the past cooking seminar, constraints and opportunity to expand Canadian beef sales into the market came to light, lack of Canadian beef awareness, lack of outlets number where consumers can buy it, and good quality evaluation among housewives. To settle for those problem, CBEF decided to take comprehensive program to build new market in target area. CBEF supported them with production fee of fliers and provided promotional material such as table tents, banners, Canadian flag, label, and cooking suggestions. CBEF is sure the successful result on promotion with Tamakoshi leads us to next success with other supermarket on Canadian beef promotion.

Canadian Beef Promotion/ Meijiya Sangyou (project 830-15) was conducted on September 27th to 29th for 3 days. Chuck rib of 5,000 kgs, Outside skirts of 500 kgs, Pastrami of !,000kgs from Cargill High River and Rib finger of 1,000 kgs from Better Beef was promoted during this in-store promotion. CBEF supported them with production fee of fliers and delivery charge of them through newspaper distribution and provided promotional material with Nylon Jacket, Banner, Apron, Table skirts, Poster, Cooking suggestion, and level. Kyushu where they are located is very attractive market with many appreciative clients of Canadian beef and Meijiya is core client to stand in Kyushu retail industry. Under new organization replaced with new president and other directors, CBEF expect they will expand more business to create Canadian beef as increasing number of outlets not only Kyushu but other big market like Tokyo, Osaka.

Canadian Beef Promotion /Hotel Listel Shinjuke (Project 830-16) was completed on October 1st to December 19th 2002 for 80 days , getting gather 7,600 clients , 6,000 for lunch time and 1,600 for dinner in breaking down. Canadian beef from Better Beef of tender loin was 150 kgs in consumption. This fair was second time to hold after first one in last year. Each size of Canadian beef fair in hotel industry is not so large scale but their available cut of beef is middle cuts that Canadian beef industry need such kind of sales. In the point of view CBEF think we are worth doing promotion with them. CBEF supported them with budget for menu card and fliers to attract public attention and provided luncheon mats both pattern of maple leaf and flag , table flags, aprons, banners, table cloths, Canadian flags, cowboy hats, and posters. They also intend holding the fair sometimes in this year.

Canadian Beef Promotion/ Steak House Wakana (Project 830-17) was conducted on October 2nd to October 31st for 30 days, total clients of 2.034 during fair. They are specialized steak restaurant in Morioka area in Tohoku where is untapped market for Canadian beef. The size of company is not good enough but creating awareness of Canadian beef in the area through them is springboard to take a step forward one by one in the market. CBEF supported them with production fee of promotional cards for this fair to consumers and advertizing in regional newspaper and also provided promotional material of luncheon mat, Canadian flag, table tent and swinging CBEF sign. Beef is distributed strip loin of 150 kgs by Starzen Morioka branch office.

Canadian Beef Promotion/ Omicho Matsuri (Project 830-18) was conducted on October 21st to 26th for 6 days with 100,000 people showing up during this fair. This is a kind of special event once in the year to encourage power of the shopping street , providing portable meat counter in cooperation with 10 speciality meat stores in the area.It has been about one year passing since BSE outbreak. The beef consumption is getting recovery by 90% as compared with the consumption level before BSE. And also they took out an ad to advertize Canadian beef in two regional newspapers who hold the share of 80-90% in the prefecture they located. Thus the event was done very successful. Canadian beef was supplied with rib eye roll, 2,500 kgs and steak ready, 1,490 kgs from Cargill distributed by Meat Rip Co., Ltd. CBEF supported them with the fee of sign board, poster, advertizing by regional radio, in regional newspaper and tasting gathering and provided promotional material of cooking recipe in for hotel and retail, seals, poster with cattle, cowboy, banners, apron and luncheon mat in two different type. The location facing Japan sea where was held this fair is one of our strategical areas to take a steps developing business expansion of Canadian beef all over Japan.

Canadian Beef Promotion/ Kanehide Supermarket (Project 830-19), was conducted on October 17th to 20th for 4 days with 8 outlets, getting gather 2,500 clients during the fair. This promotion by them was for the first time in Okinawa prefecture. Historically Okinawa has had unique food culture to enjoy the beef because they used to be under control of American Air Force after second world war. So American food culture influenced to their life, which means beef consumption is in part of their life. Most popular imported beef in their market was New Zealand ' products with price competitive but Canadian beef achieved to break into this unique market through Kanehide, typical regional supermarket there. CBEF believes this trial beef fair will be springboard to the retail market in Okinawa. CBEF supported the with budget for fee of products demonstrators as eligible cost within Retail & Food Service Promotion and provided our promotional materials such as aprons, banners, table cloths, food safety labels, table tents, and swinging CBEF signs. Beef products was supplied from Better Beef with chuck eye rolls, strip loins and short plates.

Canadian Beef Promotion/Super Maruya (Project 830-21), was conducted on November 17th to 20th for 4 days to get gather 306,000 persons with Better Beef, chuck roll of 1,500 kgs, short plate of 4,500 kgs, chuck tail flap of 1,000 kgs and brisket of 1,000 kgs. Maruya appreciated the quality of Better Beef very much and took a pride of connection with Canadian beef to be one of their sales on beef productions. CBEF also intend promoting another Canadian beef from our export members with Wagyu Canada to them because their beef sales policy is to promote Japanese domestic beef and imported beef which has now got focussing to Canadian beef instead of other origine of beef.
Maruya who is typical regional supermarket with close proximity to consumers living in the area they operate, is in our strategic promotion of Canadian beef to build niche market one by one all over Japan. CBEF think we positively keep supporting them and eventually occupy their meat counter with fully Canadian beef . CBEF supported them with budget for a part of fliers' production fee and its delivery fee with newspaper and provided poster with Canadian landscape and cattlemen respectively and 100 rolls of levels.

Canadian Beef Promotion/Hac Kimisawa (Project 830-22), was conducted on November 21st to 25th 2002 for 5 days, to get gather 300.000 persons with Cargill High River products, rib eye roll of 1500kgs, chuck roll of 3000 kgs, and yakiniku plate of 3500 kgs. Hac Kimisawa is one of most appreciative clients to handle Canadian beef in Shizuoka area. CBEF promoted this event in close proximity in cooking seminar to invite real consumers who are living in the area Hac operating

business with outlets. Because we have common goal to create more business opportunity among consumers and CBEF think our support to lay the groundwork for the infrastructure is important for them to promote more Canadian beef to the consumers. CBEF supported them with budget for a part of fliers production fee and its delivery charge and provided cowboy hats, banners, Canadian flags, 2 kind of recipes, and swinging CBEF signs. CBEF think we appreciate their sales strategy to promote Canadian beef because they handle Canadian rib eye roll as well as other regular commodities like chuck eye and plate parts, which means this is very unique to handle middle cuts of beef at supermarket industry and very interesting for Canadian beef industry.

Canadian Beef Promotion/ Shizutetsu Store (Project 830-23), was conducted from November 25th to December 31st for 36 days in 14 outlets with Cargill High River products, chuck eye roll of 4500 kgs, chuck tail flap of 2100kgs, chuck rib of 1000 kgs, and pastrami of 2300 kgs distributed by Starzen. It was first time for them to promote Canadian beef with positive performance like giving out fliers to stimulate consumers' purchasing sense to boost the sales of Canadian beef. Their main handling beef was American beef and they did market research competing sales with American beef by Canadian beef. The result of Canadian beef sales through this promotion was better than what they expected and they had confidence to handle Canadian beef into the area they are operating the business, which means consumers was acceptable for the quality, and taste of Canadian beef. CBEF supported them with the budget for a part of products demonstrators fee and provided cooking recipes, Canadian flags, banners, and labels. They decided they will continue sales of Canadian beef through outlets regularly and hold Canadian beef campaign to build up stable business on and after 2003.

Canadian Beef Promotion/ Nagasakiya (Project 830-24), was conducted from November 22nd to 24th for 3 days at their Kishiwada store with strip loin of 800 kgs and chuck flap of 500 kgs distributed by Starzen. They got gather clients of 10,000 during this event. Their parent company who handled mainly apparel, was under chapter 11 but Kishiwada store survived to keep operating the business, launching food handling. CBEF found out we made sense of supporting them in points of view that their location is in Osaka area we have to create more business opportunities and they have potential other stores in the area . Starzen keep touching carefully to watch their management in professional mind. The Canadian beef event was successfully done and was appreciated their positive work to turn around management with new business of food. CBEF supported them with the budget for a part of fliers production fee and delivery charges through news paper and tasting gathering and also provided nylon CBEF jackets, aprons, labels with CBEF logo, food safety both, and Canadian flags.

Canadian Beef Promotion/ATM (Project 830-25), was done on December 12th to 15th for 4 days, through their own 3 stores. ATM is middle sized meat distributors in Kyushu area and we have long relationship to promote Canadian beef . ATM has created diversifying business to build up company more powerful not only wholesale business but retail and food service. This Canadian beef fair promoted the beef from Better Beef, short plate of 6000 kgs, chuck eye roll of 2000 kgs, shoulder clod of 1300kgs, and rib eye roll of 2000 kgs during the event. The purpose of holding this event by them was to build up more business opportunity with regular clients and the purpose was attained effectively. CBEF supported them with budget for a part of fliers production fee and charge of products demonstrators and also provided cooking recipes, poster, and labels. Our connection with ATM is necessary because they have a lot of business connection with retail, food service sector in

Kyushu area and CBEF intend expanding business opportunities into the market there through their power of business as one of our base point.

Canadian Beef Promotion / Kanehide Supermarket (Project 830-26), was completed on December 5th to 8th 2002 for 4 days with 8 outlets, getting gather clients of 2,800 during the fair. Kanehide is typical regional supermarket in Okinawa and the area is one of biggest demand of pork markets in Japan. But since governed by USA before, Okinawa nation people have been familia to enjoy beef taste itself. Breaking into the market with Canadian beef is to create something new in beef market where is occupied by New Zealand' s beef through Kanehide who is most popular store chain among the peoples there. This fair was conducted with Better Beef products, chuck eye roll of 2,000 kgs and 2,500 kgs of short plate. CBEF supported them with budget for tasting gathering with products demonstrators as well as providing promotional materials with cooking recipes, labels with CBEF logos and food safety both, swinging CBEF's signs, luncheon mats, banners, and table cloth.

Canadian Beef Promotion/ Super Maruya (Project 830-27), was done on December 22nd 24th 2002 for 3 days in most demand season in the year with 77 outlets, getting gather 208,000 clients during the fair. Maruya is now most appreciative Canadian beef clients and Canadian beef has regularly been occupied at their meat counters. Looking back they opened an account with Canadian beef in 2001 Since then the business volume has steadily been growing bigger every year. As far as CBEF' analysis is concerned, their present purchasing volume approached about 40 m/t of chilled beef per month. Also they are one of regular Canadian pork buyers with 80 m/t per month. CBEF will support them to increase beef purchasing volume comparing with its volume on pork continuously. CBEF supported them with budget for flier's production fee and its delivery cost in newspaper and provided banners, swinging CBEF's sign, labels, and cooking recipies.

Canadian Beef Promotion/ Shizutetsu Store (Project 830-29), was done on January 15th to February 27th 2003 for 14 days, getting gathering 14,000 clients during the fair. Distributor was Starzen Shizuoka branch office who is one of major meat distributors in Japan and appreciative Canadian beef . Shizutetsu Store is owned by regional railway company named Shizutetsu and they promoted this fair with signboard in each station of their railway. Thanks to their railway system, the Canadian beef was more successful event with bigger volume of beef sales than what it was the scale they held. Beef products was supplied by Cargill Foods through Starzen, chuck tail flaps, steak ready, and chuck eyes. CBEF supported them with budget for products demonstrators as eligible cost within R.F.S. promotions and provided banners, food safety labels, Canadian table flags, and cooking recipes. They did the Canadian beef promotion at their one outlet this time but they intend expanding this kind of sales promotion to their other outlets from now on because of good response from consumers.

Canadian Beef Promotion/Daiwa Department Store (Project 830-32), was done on February 19th to 25th for 7 days, getting gathering 12,500 clients during the fair. In Komatsu city, Ishikawa prefecture, Canadian beef fair was held for the first time. Komatsu airport in Komatsu is gateway to the area where is facing Japan sea in the middle of mainland of Japan so many people talking this airport to be in and out. Owner of this department store is notable person in the area therefore CBEF expects this Canadian beef promotion makes good influence to the food service sectors like hotel and restaurant industry who are operating in the area. Handled beef was supplied from Cargill Foods, chuck eye rolls, rib eye rolls, and chuck ribs, 1,400 kgs in total. At same time, they also promoted

other Canadian food products as coordinating total Canadian food fairin cooperation with Embassy of Canada over telecasting Canadian land scape by video tap . CBEF supported them with the budget for fliers, rental cold storage, tasting gathering as eligible cost within RFS promotions and provided the our promotional materials like banners, Canadian flags, swinging CBEF signs, cowboy hats, nylon jackets.

b. Planned Follow up and Future Activities

Next promotional opportunities will be developed through cooperation between the Federation's Tokyo office, Export Members, and Japanese supermarket, department store, hotel, and restaurant clients. These projects will be completed by the budget of this fiscal year. CBEF made plans that would be conducted for next few months in this fiscal year. These projects will be reported on after completion prior to March 31, 2003.

Canadian Beef Promotion/ Grand Tamakoashi Super (Project 830-14)
Canadian Beef Promotion/ Maple Leaf Ball (Project 830-20)
Canadian Beef Promotion/ Asakusa View Hotel (Project 830-28)
Canadian Beef Promotion/ Toho Store (Project 830-30)
Canadian Beef Promotion/ Meijiya Sangyo (Project 830-31)
Canadian Beef Promotion/ Kawaguchiya Super (Project 830-33)
Canada Beef Promotion/ Tairaya (Project 830-39)

c. Measures of Success

Success will be measured by the increased number and quality of retail and food service beef trade contacts made by the Federation and its members. Interviews with key regional contacts will measure the attitudinal shift of target buying groups.

i. Efficiency of Activity Completion

Little knowledge of Canadian beef exists in Japan's retail and food service sectors. This is primarily the cause of infrequent communication and the lack of promotional/information material in circulation and the absence of electronic media advertising. The presence of local industry representatives, production of POP and POS materials, and the completion of promotions such as those describe above will all serve to elevate the image, profile, and awareness of Canadian beef and veal in Japan. Limited use of television advertising, in support of specific promotions, has also proved to be effective.

ii. Contribution to Federation Strategy

The primary goal of these promotions is to increase the awareness and sales of fresh/chilled Canadian beef in retail markets and frozen value-added beef and veal in food service markets. The retail sector will allow the Canadian industry to achieve its volume and consumer awareness goals. The food service sector will allow the Canadian industry to achieve its value and image goals. It is of absolute vital importance to establish a visible presence of Canadian beef and veal.

iii. Effect on Export Sales

Direct promotion of Canadian beef and veal products in Japanese retail and food service outlets have dramatically increased sales in Japan. These promotions highlight Canadian beef and veal, not only to the consumers, but also to company management. Many new Canadian beef and veal programs have evolved from individual promotions. We are supporting our members and their allies in Japan.

C. Personnel

This project did not provide funding in support of salaries or fees for any individual.

D. Equipment

This project did not provide funding in support of equipment purchases.

E. Project Developed Materials

Samples of all project developed materials have been delivered to SIR and SAF.

F. Project Photographs

Photographs of all supported projects have been delivered to SIR and SAF.

G. Acknowledgement

Financial support provided through this TAD contract has been acknowledged by the Federation in both its Annual General Meeting and Semi Annual Meeting Proceedings. These documents have been delivered to SIR and SAF.

H. Expense Statement

See attached project summary and transactions listing.